

# General Handbook for Bixter Franchisees

## 1. Guidelines on Franchisee and Bixter collaboration

Materials to present to employers within agriculture, hotels and restaurants, food technology. These are the materials you would either send electronically or give in person.

**Animal Farms flyer/proposal (SAMPLE for The Netherlands)**

## Employment solutions for animal farms

**Bixter.**  
work

### We offer you the following:

- ✓ Candidates with complete education - with a bachelor's degree in animal sciences, animal husbandry, veterinary or other animal related study.
- ✓ Motivated and dedicated trainees with a keen interest in working and learning.
- ✓ It is generally considered high status for them to get experience on a developed farm as in Holland.
- ✓ The agricultural trainees are mostly young people from universities, all capable of speaking English.
- ✓ Candidates are from Vietnam, Philippines, Mexico, and many South American- & African countries, etc.
- ✓ Stable workforce in form of trainees due to their work permit being fixed to your workplace.

Candidates need to be provided accommodation as close to farm as possible, which they will pay for through their salary.

### Bixter service fee for employer

The fee per recruitment of an educated trainee on a 12-month contract is:

**€ 1,000**

The amount covers:

- formalities such as paperwork, visa application contact with migration services, and other institutions involved.
- You will receive support from our customer service throughout the employment period, where Bixter will solve problematic issues and answer your questions and inquiries, and guide you through legal procedures.



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# Why choose Bixter?



## About Bixter

Bixter is a pioneer in Denmark, Norway, The Netherlands, Sweden, Germany, United Kingdom and Canada for our recruitment services in agriculture, food technology, hotels and restaurant sectors. Bixter provides employment solutions of English-speaking non-EU skilled workers and trainees.

We work with overseas trainees in placements such as:

- Animal Farm (dairy-, pigs, & poultry)
- Greenhouses, & Field Work
- Hotels & Restaurants
- Dairy and chocolate food production factories

QR-code for homepage:



Your recruitment challenges -  
our professional solutions

## Employment conditions

Bixter charges a fee for recruitment and paperwork, while your company, as an employer, is responsible for the allowances being paid to the trainees.

Allowances are paid according to local minimum wages, which begin with € 11,75/h. Candidates pay for their own accommodation ~400 € .

Trainees from other countries must have a residence permit from the Immigration Office before they come, which is something Bixter applies for and not something you have to think about at all.

We arrange all documents with communication with visa application centers, embassies, registration appointment management, plane tickets and arrival to the train station where you're available to pick up the trainee.

We are there to help throughout the period your trainees are with you, should questions or problems of any kind arise.



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## How does the Franchisee collaborate with Bixter?

Bixter and the Franchisee collaborate for the purpose of growing work placements through local employers within agricultural, hotels and restaurants, food technology sectors in **LOCAL COUNTRY**. Franchisee is responsible for creating work placements and Bixter is responsible for providing candidates for these placements. Additionally, Bixter is responsible for the entire administrative process and majority of the logistical processes.

The collaboration can begin in two ways, either:

- A Partner becomes a Franchisee or
- The Franchisee begins the collaboration from the very beginning

### Becoming a Franchisee from being a Partner

In the first 3 months (unless agreed otherwise) after signing the Partnership Agreement, the Partner is given the time to research and make initial deals with employers within agricultural, hotels & restaurants and food technology sectors, determining if the market is there and what is the potential. If the 1<sup>st</sup> month (unless agreed otherwise) is successful, and if the time and resources of the Partner allows, the Partner is welcome to consider becoming a Bixter Franchisee. Otherwise, the Partner has first three months (unless agreed otherwise) to determine if the collaboration will be profitable, and if so, at the end of the 3<sup>rd</sup> month (unless agreed otherwise), the Partner is welcome to either:

- Continue collaborating as a Partner or
- Become a Bixter Franchisee

During the first 3 months (unless agreed otherwise), the Partner receives € 400 (unless agreed otherwise) per closed deal. After the first 3 months (unless agreed otherwise) are over, and the Partner makes a choice of how to proceed with the collaboration, the Partner either:

- Continues receiving € 400 (unless agreed otherwise) or
- After becoming a Franchisee receives about 50% per closed deal

This is where the Partner become a Franchisee, and signs a Franchise agreement, receives relevant information such as:

- Handbook for Bixter Franchisees (**LOCAL COUNTRY**)
- Relevant marketing materials (sales materials – flyers & brochures, operations manual, pens, folders etc.)
- Legal documentation – Franchise Agreement, Documentation for employers - Order Confirmation, Terms of Service, Invoice template, Template for Traineeship agreement between Employer and Candidate

### Becoming a Franchisee from the beginning

Bixter can begin a collaboration with a Franchisee as an initial collaboration, which means that the Franchisee enters the collaboration by signing the Franchise Agreement.

The Franchisee establishes his/her own company, hires staff to help with administrative, coordinative, and communicational matters. As a Franchisee you receive about 50% per closed deal. Additionally, during negotiations you will be sent materials such as:

- Handbook for Bixter Franchisees (**LOCAL COUNTRY**)
- Relevant marketing materials (sales materials – flyers & brochures, operations manual, pens, folders etc.)
- Legal documentation – Franchise Agreement, Documentation for employers - Order Confirmation, Terms of Service, Invoice template, Template for Traineeship agreement between Employer and Candidate



You will learn more about the cooperation in the coming pages.

## How does the Franchisee find employers?

If the Franchisee began as a Partner, the guidelines on how employers are found in the “Handbook for Bixter Partners”. Which also means that the Franchisee can follow the same instructions.

Methods of finding employers depend a lot on the Franchisee’s background.

1. If the Franchisee enters the collaboration as a professional within the respective sectors – agriculture, hospitality, food technology, for example sales or other supply chain position within the sector, the Franchisee can follow the same guidelines as the Partner, in the “Handbook for Bixter Partners”.
2. If the Franchisee is coming from a non-related sector of Bixter industries, there are a few guidelines he/she can follow to acquire new employers. Firstly, all Franchisees are local representatives of Bixter brand, which means they are in the local market. It is a prerequisite that the Franchisee speaks the local language fluently, to be able to instil security, trust, and confidence in potential employers.

The Franchisee can acquire new employers through different approaches:

- Make official phone calls to the employer, and set up an in-person meeting
- In-person references from meetings with employers
- Visiting companies on-site (such as restaurants and hotels) and inquiring with the staff
- Attend events where potential employers would attend – conferences, trade shows etc.

The purpose of these efforts is to inform the potential client of the employment solution through Bixter, establish a relationship with the client, so he/she eventually becomes a returning customer, promote the Bixter brand across the industries, and of course generate income for all the work done.

## How does the Franchisee manage the deals?

The main responsibility of the Franchisee is to find employers in need of affordable, qualified, stable, and motivated workforce and make deals, so you can create work placements for Bixter candidates to fill. These deals can be made either

- verbally over a communication device, such as phone or virtual meetings, or
- in-person using sales materials provided by Bixter (or you can send these materials electronically)

It is your responsibility to inform the employer of Bixter offer, and answer as many questions as you can, so that your conversation ends with a positive interest in making a deal with you and order the first few candidates.

If during the first conversation or after having multiple conversations the employer shows interest and would like to make an order, the Franchisee should follow the steps:

1. Send the email to the Bixter supervisor, naming the email: Potential employer order, and in the email, you mention:
  - employer company name,
  - employer contact email,
  - how many candidates they want,
  - what specific needs they have regarding height, weight, other background attributes etc.
2. Your Bixter Supervisor will send you CVs for the employer to review, and You forward them to the employer.

3. Once the employer has reviewed their CVs and decided that they are a good fit, you need to send the employer's details to your Bixter Supervisor (you will be provided this information as additional materials), and that's where your communication with the employer ends. You can request this information from the employer to send you via email message. It will take no more 10min for the employer to fill in.
4. The Franchisee needs to contact the employer and ask if everything is going well with the candidate(-s).

Your assigned Supervisor from Bixter will continue the conversation with the employer from this point forward.

There are several tools that the Franchisee (or the Franchisee's staff) can use to manage the deals made with employers. In this collaboration, Bixter Head Office is responsible for the entire administrative work, and majority of logistical work. The tools the Franchisee can use for different purposes include:

- Trello: Task management
- Google Sheets/MS Office Excel: for information tracking
- MS Outlook/Gmail: for email communications
- Viber/Whatsapp: for operative communications with Bixter
- MS Teams/Zoom: for online meetings
- Google Drive/OneDrive: for file storage
- More will be described in the Operations Manual

## How does Bixter help the Franchisee?

The Franchisee is responsible for:

- Connecting with the employer, selling the Bixter concept and closing the deals
- Send the employers sample CVs for their specific needs (provided by the assigned Bixter coordinator) (additionally, you will receive some as part of franchise package)
- Connecting the Bixter Supervisor with the Employer (for administrative purposes)
- Managing databases of employer information and available candidates for placements
- Connecting the Employer with the arriving candidate on the day of the arrival
- Providing sales reports to Bixter Head Office on monthly basis
- Providing customer service to local employers
- (More about the full franchisee responsibilities list available in the Operations Manual)

Bixter is responsible for:

- Sending weekly lists of active candidates ready to be offered for employers
- Providing financial reports to the Franchisee about the economics of the week
- Being in direct contact with the employer about all needed papers
- Prepares and receives signatures for Employer documental package and Employee documentation package from both parties
- Processes payment of the invoice to the employer
- Applies for visa (and follows up with the application by staying in touch with **LOCAL MIGRATION SERVICE**)
- Coordinates the biometrics visit with the help of Bixter partners representing candidate's nationalities (at a respective **LOCAL COUNTRY** embassy)
- Creating arriving route plans for the candidates together with them
- Providing customer service for candidate(-s)
- (More about the full Bixter responsibilities list available in the Operations Manual)

## How is the Bixter Franchisee paid?

Bixter Franchisee can be paid 2 ways – either on semi-monthly or monthly basis. The standard Franchise payment rate is € 500 (unless agreed otherwise) per closed deal. Let's say the Franchisee made 20 deals throughout the month – 10 in first two weeks, 10 in the last two weeks. The Franchisee him-/herself can choose to either receive:

- € 5,000 (unless agreed otherwise) on the 15<sup>th</sup> date of the month, as payment from Bixter or
- € 10,000 (unless agreed otherwise) at the end of the month's last calendar workday.

The payment is coordinated via either bank transfers according to an invoice from the Franchisee to Bixter Head Office or any other way as negotiated in the Franchise Agreement.

## How is does the Franchisee communicate with Bixter?

After signing the Franchise Agreement, each Franchisee is assigned a Bixter coordinator responsible for all communications, information flow, any matter arising with regards to the recruitment process. The Franchisee can communicate with the Bixter coordinator via multiple platforms:

- Email (using MS Outlook)
- Direct phone calls (using designated mobile device)
- Text/voice messages (using Whatsapp or Viber)
- Virtual meetings (using MS Teams or Zoom)
- In person meetings
- Postal mail.

Communication between the Franchisee and the Bixter coordinator is available 24/7, almost all days of the year.

## How do I manage information about candidates and employers?

As you will make more and more deals, the number of employers within agricultural, hotels and restaurants and food technology sectors you will find will increase every month. Once a week Bixter will provide you with regular reports on active candidates ready to be placed within respective work placements. This information needs to be organized in a way so that you have clear overview of information like:

- which candidates are employed by which employer (their contact, type of production and other general information)
- when did the candidate(-s) arrive / when they must leave
- when to remind the employer that it's been 7 months of traineeship and the employer is welcome to place a new order already now, or extend the current candidate
- etc.

This information can be organized with the help of tools like MS Excel or Google Sheets. It is your responsibility to track the employer and candidates flow throughout the months. Additionally, Bixter will update these databases to help you stay up to date on all relevant information and communicate about any matters related to the employer and candidates.

(more on how to manage databases will be available in the Operations Manual, sent to the Franchisee before signing of the Franchise Agreement)

## How do I start up the Franchise?

Starting up the Franchise is like starting up a new business. You need to follow local procedures on launching a company. You will take the Bixter.Work title, on top of that you are welcome to

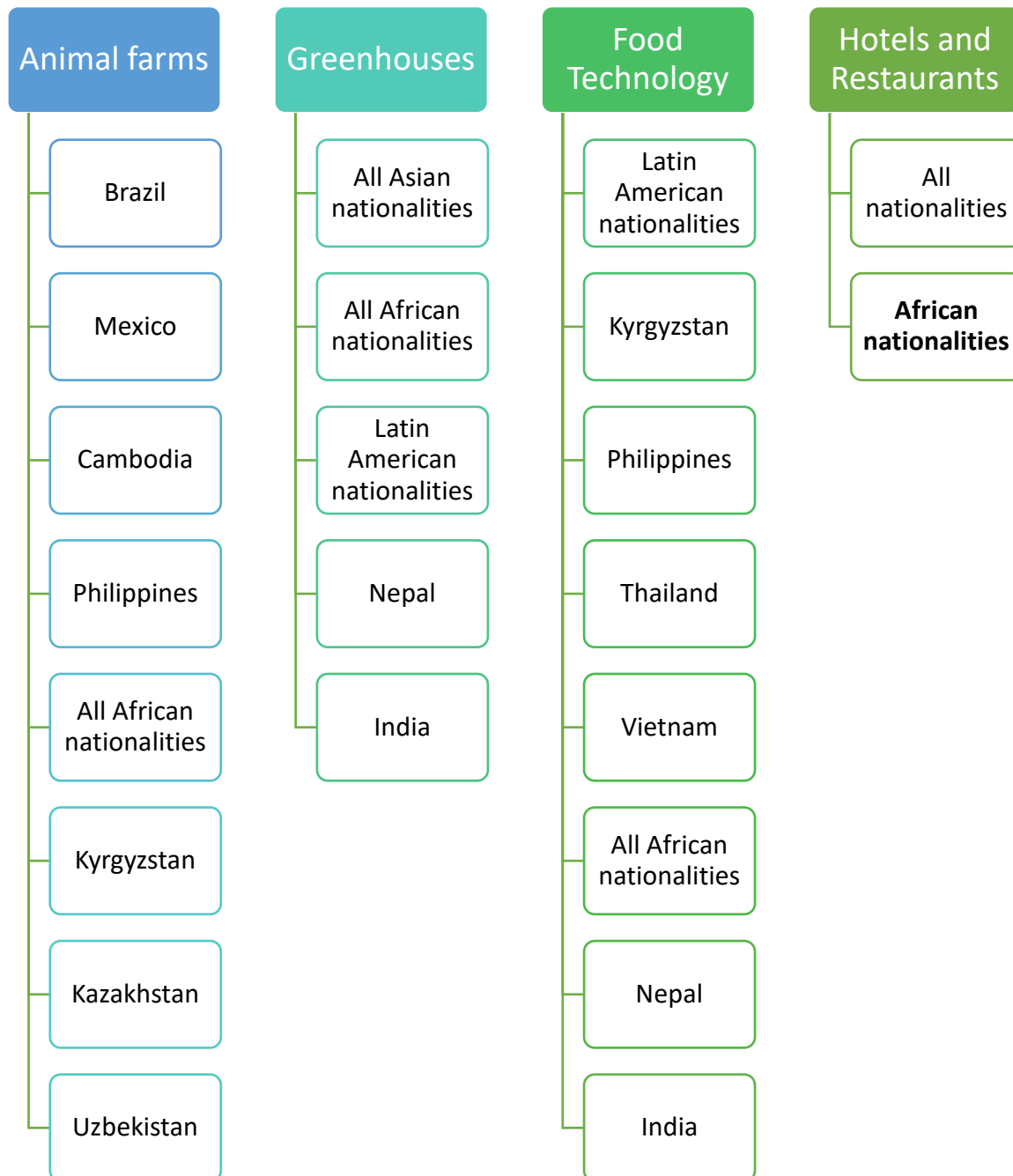
personalize the legal title of the company (including Bixter.Work, region, sector, your initials etc.) fx Bixter.Work Lowsaxony dairy, or Bixter.Work agriculture DR etc.

Additionally, we recommend that you hire your first staff member from the very beginning. Your staff member can be responsible for performing the coordinating and administrative tasks, such as managing information and emailing employers and the assigned Bixter coordinator, amongst other tasks that take time, which you can use on reaching out to potential employers within agriculture, hotels and restaurants and food technology sectors. On top of that, if you make at least 10 deals, which means you will receive, unless agreed otherwise, roughly € 5,000, which can easily cover your staff member's salary. The more contracts you can make, the more you will profit, meaning you can:

- hire more staff and grow
- keep the profits and reinvest as you wish.

Furthermore, additionally to the supportive tasks, the hired staff member can join you in researching and calling to potential employers, by referencing you and begin to build relationship within for example the same dairy animal farm or other sectors such as piggery or greenhouses.

**Which nationalities are best suited for each of the sectors – animal farms, greenhouses, food technology, hotels & restaurants?**



Bixter nationalities are very versatile in skills and education. We would like to point out that in case of sector Hotels & Restaurants we recommend all nationalities, but we especially recommend **African country nationalities**, due to their strong educational background and **excellent English-language skills**.



## 2. Frequently Asked Questions

### **Can the employer refuse the confirmed candidate(-s)?**

The employer cannot refuse or exchange the candidate(-s) after the Order Confirmation is signed during the sales process. The employer can refuse the initial offer of candidate(-s) or request other candidate(-s) CVs to exchange for the initial offer, and the Sales Manager can re-issue an Order Confirmation.

### **How much the employer is involved in the administrative part?**

The employer is involved in the following processes:

- Reviewing the sample CVs that can be considered for traineeship placements
- Providing all necessary information (according to Annex A) for traineeship agreement creation
- Signing the Employer document package
- Accompany candidate(-s) to the local registration office
- Either picking up or arranging a pickup of the candidate(-s) from the nearest bus/train/other station
- Providing a recommendation letter at the end of the traineeship

### **What happens to the Bixter.Work franchise company in the event of Force Major?**

Force Major is defined by including but not restricted to strikes, war, civil disorder, natural disasters, and pandemics. In such cases, the Franchise Agreement will be suspended during the period of the event. If the length of the period exceeds 45 days, then then the Franchisor shall upon giving written notice to the Franchisee, be able to require that:

- (1) all money due to the Franchisor shall be paid immediately, and
- (2) the Franchisee shall immediately cease trading, until further notice from the Franchisor.

### **Can I start with Partnership model to see if Franchise is something for me?**

Yes, you are welcome to start as a Partner and take 1-3 months to research the local market situation, and whenever you think and feel that the demand is there and you will have potential leads for you to convert to active clients. The Bixter team is here for you to make the transition as easy and smoothly as possible. First on foremost we see this as a collaboration, and as such we intend to provide you with all the necessary support for a successful launch of the business. Furthermore, this project can begin for you as a part-time side project, eventually growing to a more full-time type of project.

### **What is the difference between Franchise and Partnership model?**

The main differences between the two models are:

Within the partnership model, you have two tasks – promoting the Bixter concept through your own network and sending Bixter emails or other contact information of employers who are interested in trying Bixter services. You invoice Bixter Head Office from your current company.

Within franchise model, you run a separate business, invoicing Bixter main office for your services from a new company. You become Bixter brand ambassador. You are fully responsible for sales processes, and some logistical support. You can learn more about the full extent of your responsibilities by reading the answer to the question: How does Bixter help Franchisee?

### **What sales materials will I be given?**

You will be given:

- Flyers/proposals/brochures of Bixter services/concept (in your own language)
- Sample CVs of candidates according to nationalities recommended for specific sectors (agriculture, hotels and restaurants, food technology)
- Order Confirmation, Terms of Service

**Can I expand my network to other countries of Bixter's interest besides mine?**

Yes, you are welcome to expand your network, however as a Franchisee, you are required to follow Suggestions protocol described in the Operations Manual, which you also will receive.

**How does Bixter manage conflict of interests between different Bixter Franchisee within the same country?**

We realize that there might be multiple Franchisees within the same sector. In that case we can offer a solution of dividing the Franchisees according to regions across the country. Additionally, Franchisees can expand into other sectors, let's say a Franchisee is active in dairy, but you can also expand into food technology, which also can be indirectly connected to each other.

**Can Bixter contact my clients directly if I am a Franchisee? Can Bixter contact my clients directly if I am a Partner?**

Bixter is not allowed to contact your clients directly, if you are a Franchisee, unless it is for administrative or logistical purposes.

Bixter is allowed to contact your clients directly if you are a Partner, because it's Bixter who is going to manage all the processes after you have directed them to the assigned coordinator at the Head Office.

**I am interested in the concept, but do not have time to do it myself. What is the solution?**

Your strongest asset is your network. Employers will trust your references and your input when presenting the concept. You are welcome to hire a staff member who will fulfil coordinating, supportive administrative processes, you can learn more about it under the question: How do I start up the Franchise?

**How long does it take for the candidate(-s) to arrive after order confirmation?**

2-4 months due to visa procedures length, depending on the LOCAL COUNTRY, and the arrival time of candidate(-s).